



Media Information

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Subaru PUMA RallyCross Team Readies For 2012 Season Finale At Annual SEMA Show In Las Vegas

Cherry Hill, N.J. Oct. 26, 2012 - The 2012 Global RallyCross Championship (GRC) season will come to a close on Tuesday, Oct. 30 where the series' sixth and final race will serve as the kick-off for the 2012 SEMA Show in Las Vegas. Subaru PUMA RallyCross Team drivers Sverre Isachsen, Dave Mirra, and Bucky Lasek, are eager to build on Isachsen's podium finish at the previous round and close out the season on a high. The trio will each pilot their nearly 600hp 2012 Subaru WRX STI Rallycross cars on the most unique and thrilling GRC track layout yet. The event will be broadcast live on ESPN2 Tuesday Oct. 30 starting at 5pm (PDT) / 8pm (EDT).

The technical 0.6-mile GRC track will be constructed in a parking lot directly across from the SEMA show's convention center and feature both dirt and tarmac sections, a water splash, and a massive dirt crossover gap-jump. The track will feature more dirt than any previous GRC rounds, which this season were constructed on the front stretch of oval speedways and therefore restricted on the amount of dirt that could be utilized. There are no such restrictions for the season finale and the loose surfaces should provide action aplenty. The Global Rallycross Championship combines the most entertaining aspects of circuit racing, off-road racing and rally competition and features wheel-to-wheel racing with highly modified production-based all-wheel-drive cars. The event will feature eight cars racing head-to-head in the preliminary elimination heats with 10 cars lining up for the Final.

"We are making a strong push at the end of this season and we are all really looking forward to the SEMA round and this new track layout," explains X Games legend Bucky Lasek who made his debut in Rallycross this year and achieved his first Main Event appearance at the previous round. "With the track featuring much more dirt it's going to be a very aggressive yet technical battle out there."

"Incorporating the final round of the GRC [series] into this year's SEMA show is a novel approach towards generating further interest especially as it will be held in conjunction with a high-profile, industry event," said James Han, motorsports marketing manager Subaru of America, Inc. "To date, our events this season have taken place at dedicated racing tracks in front of NASCAR or X Games fans, and it will be interesting to gauge reactions of the SEMA audience to this form of racing. Las Vegas serves as an exciting landscape, and we're looking forward to showcasing the performance of our three highly developed team WRX STIs."

"Racing at the SEMA show will provide an excellent opportunity to showcase the GRC and the Subaru PUMA RallyCross Team to fans, sponsors, and automotive industry leaders at one of the automotive industry's largest events," said Dean Evans, Chief Marketing Officer Subaru of America, Inc. The SEMA Show is the premier automotive specialty products trade event in the world and attracts more than 100,000 industry leaders.

The event begins Monday, Oct. 29 at 4pm (PDT) with a seeding session and a qualifying heat. The action continues Tuesday, Oct. 30 from 3pm – 7:30pm (PDT) with elimination heats and the Main Event. The race will be broadcast live on ESPN2 and ESPN3 on Tuesday, Oct. 30 from 5 pm to 6:30pm (PDT) / 8 pm to 9:30 pm (EDT). For more information or to purchase your ticket, please visit: <http://www.global-rallycross.com>.

For additional information about Subaru PUMA RallyCross Team visit: <http://www.subaru.com/rally>. Become fan on <http://www.facebook.com/subaruofamerica> and follow @subaru_usa and @srtusa. #PUMAGRC

For more information on GRC visit: <http://www.global-rallycross.com/>

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About Subaru PUMA RallyCross Team USA

Subaru Puma Rallycross Team USA is proudly supported by Subaru of America, Inc., Subaru Tecnica International (STI), Subaru Performance Tuning (SPT), PUMA, BFGoodrich Tires, RECARO, Motul, Exedy, and Vermont SportsCar. For more information on the Subaru PUMA RallyCross Team, as well as exclusive photo and video galleries, visit subaru.com/rally. For the latest news follow the team on Twitter: twitter.com/srtusa.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit www.subaru.com.

This press release is available at www.media.subaru.com

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